

TWO GREAT ROUTES FOR AUTOMOBILISTS

Massachusetts to Complete Trunk Lines Early This Summer.

TWO SHORT SECTIONS REMAIN UNFINISHED

Will Have Continuous Modern Highways Through and Across State by Midsummer.

After a score of years of work, Massachusetts, pioneer in good roads building, will shortly complete two of its most important pieces of work, the ribbing of the state from end to end and from top to bottom with unbroken trunk lines of first class roads.

It is the time the touring season gets well under way the Eastern state will be in a position to invite the motorist to tour on the New York line on the west to Boston on the east, and from beyond the terminus on the north to the tip of Cape Cod on the south, without once being obliged to use other than a modern highway, either state road, metropolitan or city parkway or improved town road.

Very early after Massachusetts adopted the policy of state aid in highway construction, it became a settled plan to work along certain definite routes connecting the larger centres of population. One of the first of these routes decided upon was the east and west road by way of Springfield, and another was the shore road.

For fully twenty years pieces of highway have been built along these routes, and with work that is to be undertaken this spring by the Highway Commission they will be completed. They will offer to the motorist the opportunity of viewing the scenic grandeur of the Bay State in the Berkshires, the Connecticut Valley and the whole length of the coast line with a good road all the way.

Only two small gaps remain to be filled, and work is to be started upon these as soon as the condition of the ground permits. On the east and west line there is a small stretch to be built in the town of Lee, and on the coast road there are two small gaps in Plymouth and Bourne.

When the Lee work is done the tourist from the West may enter Massachusetts at a fine state road in the town of Hancock or in Richmond, pass through Pittsfield or Lenox, then over the new road in Lee, surmount the famous Jacob's Ladder on fine macadam and descend through Westfield into Springfield.

A little city asphalt and then there is a continuous good road to Worcester, even the bad Leicester hill having been resurfaced last fall. From Worcester there is a state road until the Newton Boulevard and Boston's Commonwealth avenue take the tourist into the heart of the city.

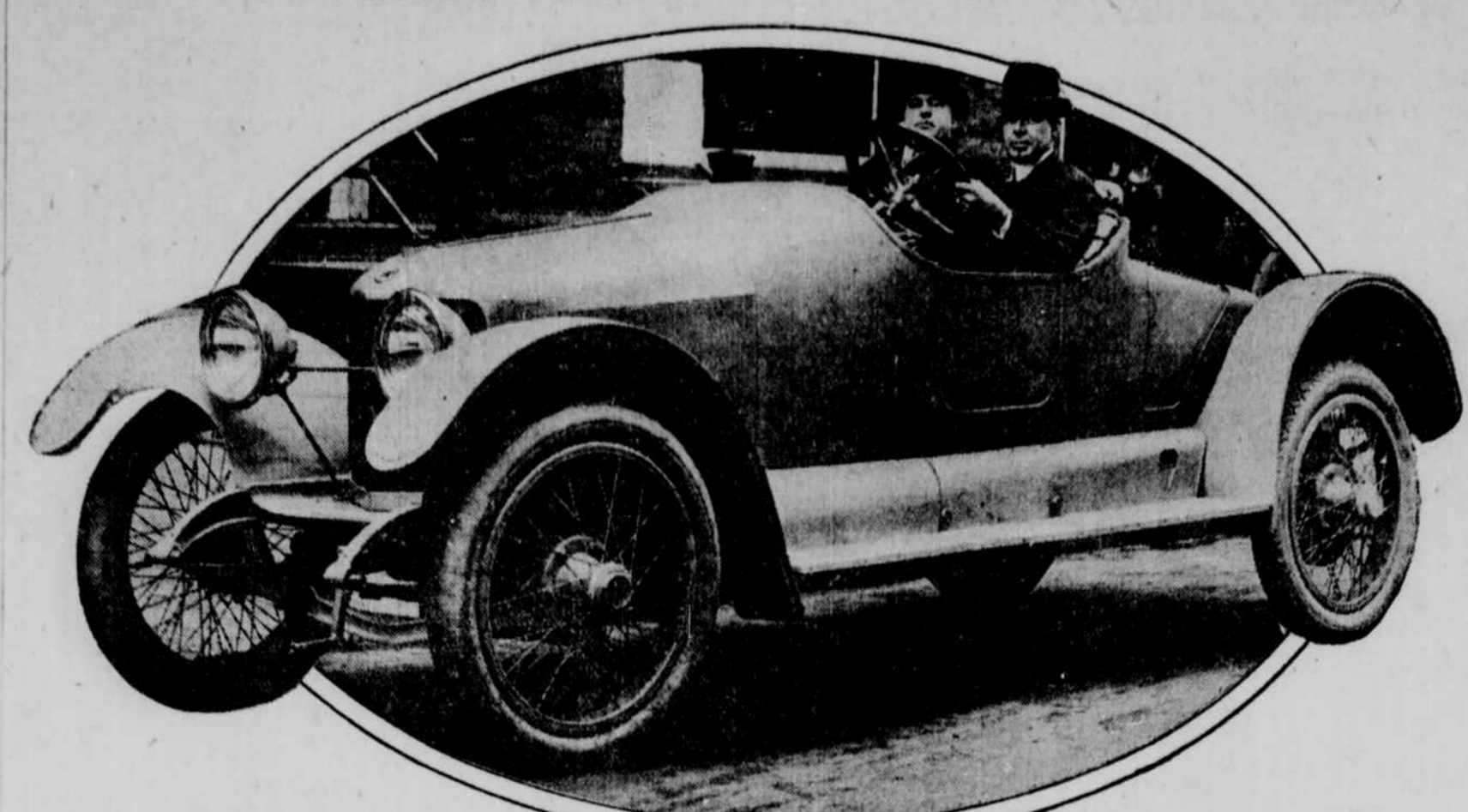
With the completion of the work in Plymouth and Bourne the motorist from Maine or New Hampshire may enter Massachusetts in Salisbury, follow along the shore southward, cutting across the base of Cape Ann, and enter Boston over the beautiful North Shore drives and by the Metropolitan Revere Beach Parkway.

Crossing Somerville and Cambridge, or if he prefers to avoid the city streets, circling them, the motorist may depart over the Fenway and Blue Hill avenue, passing along a good road in Milton and Quincy and then on a state highway follow the windings of the sandy South Shore through Cohasset, to historic Plymouth, over the new pieces in the south part of Plymouth and Bourne, and then hug the inner side of the cape to Provincetown.

Or if he wishes he may branch off in Bourne and go almost to the most southerly point of the mainland at Woods Hole. A new three-arch concrete bridge under construction between Onset and Point Independence in Wareham, replacing an old side bridge, will add to the pleasure of the trip to Woods Hole.

Other great routes are practically completed, and will be advanced by work during the summer. One of these is the main line across the state on the north.

NOVEL AND RACY BODY LINES OF THE NEW PREMIER-WEIDELY CAR—I. A. CLARK AT THE WHEEL



OFFICIAL STUDY OF TRUCKS IN SNOW

Edison Company's Report Is Illuminating on Some Operating Phases.

During the recent blizzard and subsequent snowfalls the New York Edison Company sent out observers to report on truck performances as well as to make direct inquiries among various electric vehicle users. The results, when summed up, indicate that the comparatively few mishaps to electric cars appear to have been the result of inexperienced driving rather than of defect or lack of capacity in the apparatus.

"One heavily laden express wagon watched was backed to the curb through a large drift to deliver a medium sized package that could just as well have been carried by hand from the middle of the street," says "The Edison Monthly."

"Momentum brought the wagon to the sidewalk, but, as in the descent to Avenus, the return trip presented difficulties. For fully fifteen minutes driver and helper bucked the drifts, using in this process a considerable amount of current and getting nowhere. At the end of this time they borrowed a shovel and in three minutes had disposed of the impeding snow."

"In another case of a truck supposedly stalled the driver was discovered coiled up in the snow, smoking a pipe, accepting his inability to progress further with philosophic resignation."

"In still another instance, although there were fully twelve feet of clear roadway in the centre of the street, a department store driver chose to send his wagon into a three-foot drift. Leaving his wagon thus safely anchored, he betook himself to the corner saloon. Tired of watching until the man returned, the observer suspected that this truck was included in the number of those 'unavoidably detained' or 'out of commission.'"

"This is no general indictment of motor truck drivers. In fact, the records made by them as a class during the recent blizzard shows skillful handling and good judgment. These incidents are related to bring home to owners the realization that they will not get the best results from their motor installations unless they select carefully and train the men who do the driving."

"In its human element the situation parallels that of the railroads discussed by President Hadley of Yale at the annual meeting of the American Museum of Safety. 'We hear talk of eliminating the human factor,' said Dr. Hadley. 'The human factor can never be eliminated.'"

French Routes Are Breaking Up

Reports from returning tourists continue to emphasize the sad state of disrepair into which the once famous routes nationales of France have fallen. In some cases, it is asserted, the conditions have grown so bad as to indicate that France cares little for the trade of motor tourists. The great road from Paris to Bordeaux is particularly bad this year, and even the enthusiasts are shunning the once popular route from Paris to Lyons and Dijon. Motorists who know where to go are using the secondary roads, finding them preferable to the national high roads.

AUTO TOUR BY "MOVIES"

New Firm of P. C. K. to Introduce Novelty on the Row.

The new firm of Partridge & Kerigan, Inc., has issued invitations for a transcontinental automobile tour by motion and colored pictures. Arrangements have been made for turning the company's salesroom, "forty-five steps from Broadway," in West 56th street, into a theatre every evening for a week, beginning Tuesday. T. Francis Moore will be the lecturer.

The story of the coast to coast trip taken by ten Premier owners will be told in motion pictures for the benefit of all who are interested in touring and to arouse interest in the projected Lincoln national highway and in good roads generally, in which all motor manufacturers and owners are so vitally concerned. The pictures show in realistic fashion the pleasures and amusing incidents of the trip, and also vividly portray the beautiful scenery through which the tourists passed. Many of the pictures were taken in the mountains from a car in motion, which furnishes almost the same thrills experienced by the travellers themselves.

In addition to the "P. C. K." tour, a demonstration of simplified motor construction as found in the Premier-Weidely car will be given. The entertainment will begin at 8:30 o'clock each evening and will last one hour, admission being by ticket only.

Firestone Man Promoted.

After nine years in the tire business in New York, J. Jordan has been made office manager of the New York branch of the Firestone Tire and Rubber Company. Before taking up his duties with the Firestone company, Jordan had been connected with two other tire companies. He succeeds J. S. Ridley, who has been made manager of the Firestone company's new branch at Newark, N. J.

Dazzling Headlights a Menace to Auto Drivers

Help the User, but Add to Peril of Those Who Meet Them.

One of the motorizing problems most urgently in need of solution at the present time is that of the glaring headlights. As the speed of motor cars has increased so have the power and efficiency of the lighting system improved. A light may be so strong that the whole road is illuminated for several hundred yards, every object being bathed in a flood of brilliant white light.

With such lamps it is often safe to drive at high speeds, and owing to the absence of continuous traffic in reality a good deal safer than it would be in daylight. Yet this very excellence forms the chief drawback to the modern headlight.

There are few situations more paralyzing to the traveller of any description than meeting a motor car with powerful headlights. All that is visible to him is a pair of eye-scorching white discs set in impenetrable darkness. Anything that is on either side of or behind those lights is absolutely invisible.

If the road be unusually wide; if the car keeps well to its own side, and if the lamps are set reasonably close together, he has some chance of foreseeing calamity. It is on the winding roads that the danger is greatest. Apart from the discomfort to human beings, there is the risk attendant upon meeting restive horses. The dazzling beams of a big headlight, even at a distance of 300 yards, may well upset the composure of the best-behaved animal. At fifty yards, suddenly encountered round a hedged or walled corner, they are only too likely to cause a catastrophe.

If a low illuminating standard were set by law matters would by no means be improved. A strong light is essential to safe driving. It is quite as important that the sides of the road for fifty or a hundred yards ahead should be in clear view, as that the centre of the road should be visible a quarter or half a mile ahead. The driver of the car should be able to see as well as possible.

If electric lights were the universal method of illuminating it might be possible, in time, to establish an unwritten rule of the road that upon meeting other travellers the headlights should be switched off until the meeting vehicle had passed. Unfortunately, it is seldom possible to turn down acetylene gas lamps at will, and there must be quite as many

of these on the roads as of the more convenient electric systems.

The only practical solution which presents itself is that of incorporating some form of glare subducer in the construction of the lamp itself. One or two firms of lampmakers have introduced devices of this kind, but their adoption does not seem to have become general.

Some motorists have had experience with one of these devices, a lamp in which horizontal metal slats with their upper surfaces coated dead black and their lower ones highly polished, are set in the front glass. The effect of the arrangement is to prevent the light from being thrown upward and to reduce the light thrown in the eyes of a person facing the lamp to such an extent that at anything less than 100 yards distant the blinding glare becomes softened to a harmless glow.

Devices of this kind, however, are usually expensive. Something is required which will minimize the glare nuisance at a small cost. The motorist must have his full measure of light, but his power should be perceptible only from behind his rays, and the controlling agency must be sufficiently low in price to bring it within the reach of every motor car user.

This is the situation, and it offers ample scope for the inventive powers of lamp manufacturers. In the mean time there is one direction in which the glare nuisance can effectively be checked by legislation, and that is in the use of headlights in cities. There is no reason whatever for this idle and mischievous practice. It is not attended by the same dangers as in the country, but it causes nearly as much discomfort.

Saxon Output Growing.

It is announced by H. W. Ford, president of the Saxon Motor Company, that the high water mark of March shipments was shipped, with a record of thirty-six cars shipped in a day. The output for the last week in March was 15 cars.

American Drivers Rush to Enter Speedway Race

Three Mercers Named, with Pullen, Wishart and Bragg to Drive.

MULFORD TO PILOT SCHROEDER'S MERCEDES

Winning Peugeot of Last Year Rejected Because of Three-Car Rule—Stutz Signs Oldfield.

Several new entries have been made in the last few days for the 500-mile race at Indianapolis, the nominators evidently fearing that the list might fill up to the limit of thirty cars, thus freezing out the late comers. It appears probable at this time that the limit field will face the starter on Memorial Day, and a field with more class than any in previous years. As was expected, the Mercer Company, of Trenton, N. J., has entered three cars. It was generally understood that Pullen and Wishart would pilot two of the Mercers, but the third man was unknown until a few days ago, when it was announced that Caleb Bragg would complete the team.

Bragg, who has been in Europe during the last few months, cabled that he was willing to drive one of the Mercers, and his services were accepted. The Mercer combination is a very strong one, as each member of the team is counted among the country's greatest drivers.

Pullen proved his ability by winning the Grand Prix race at Santa Monica, Cal.,

on February 28, at an average speed of 77.2 miles an hour. Wishart has been seen at the wheel of a Mercer for the last two seasons. He finished in second place in the 1913 Indianapolis race. Bragg drove a Mercer in the last 500-mile race, but he is best known as a driver of high-powered foreign cars. He won the Grand Prix race in 1912 in a Fiat car.

Harold Mulford has entered the Mercedes he drove into seventh place in last year's contest. He made this move after having his entry of this Peugeot with which Goux finished first in 1913 rejected because three cars of that make had already been nominated.

Mulford's plans in their present stage are provisional. His backer, E. C. Schroeder, of Jersey City, is putting forth every effort to get the A. A. A. to revise its three-car rule so as to permit the entry of the Peugeot. Failing in this, he wants to take the motor out of the French car and install it in the Mercedes. This combination, it is thought, would prove very fast.

What luck Schroeder will have with the contest board is a problem. It is not thought, however, that he will meet with much encouragement, as his late entry was his own fault. Three cars of one make are generally considered enough for any contest, particularly when the sporting point of view, which aims at an evenly balanced field, is taken into consideration.

Barney Oldfield has succeeded in landing a car for the big race. He will be seen at the wheel of a Stutz, as a team, mate of Gil Anderson and Earl Cooper. The combination will prove a formidable one, as all three are ranked with the best of American drivers. Oldfield will go to Indianapolis about May 1 to begin work for the race.

RUTHERFORD MOVES UP

Now Assistant General Sales Manager for Goodrich.

W. O. Rutherford has been appointed assistant general sales manager of the B. F. Goodrich Company, of Akron, Ohio. As an old employee of the big concern, first as manager of the Denver branch and for ten years as head of the Buffalo organization, Mr. Rutherford has acquired a remarkable grasp of selling methods in the tire industry, and it is predicted that he will prove equal to any big situation that may confront him in the new position.

"It is a most acceptable promotion," Mr. Rutherford says, "and like all promotions that mean anything it means work. I don't believe any man can successfully fill a position without realizing that each step he takes means more and harder work for him. But with such a sales organization as the one which keeps Goodrich tires moving from the factory to the tire user in such a great volume as we have to-day, my position is not an unusually difficult one. Our 'Safety First' campaign this winter has awakened motorists all over the country to the distinct advantage of the Goodrich safety tread in all weathers and all times of the year."

Personally Tests Used Cars.

The confidence of his customers is the biggest asset a man can possess in the used car end of the industry, according to Robert Lurie, manager of that department for the Drouet & Page Company. Mr. Lurie is one of the used car men who makes certain by personal tests that each car he handles is in the best possible condition before it is offered for sale. Most of the people who buy used cars, he says, are ignorant of values and could be imposed upon.

Briscoe Joins Auto Chamber.

The Briscoe Motor Company, of which Benjamin Briscoe is president, has been admitted to membership in the National Automobile Chamber of Commerce. The Briscoe car is made at Jackson, Mich.

EDUCATING TIRE USERS

Goodyear Folders Tell How to Obtain Highest Mileage.

A notable contribution toward the education of tire users in the care of their tires is a series of bulletins dealing with various phases of the tire situation issued by the Goodyear company, of Akron, Ohio. The bulletins are entitled "Tire Conservation."

Strange as it may seem, the tire companies find that comparatively few car owners obtain the greatest possible mileage from their tires, and the cost a mile is thus higher than necessary. A knowledge of tire conservation lowers tire cost, and it is upon this basis that the company has based its campaign. The information is not confined to such subjects as inflation, pressure, etc., but explains how mileage may be increased and tire lives prolonged through the use of accessories—insides protectors, tire dough, etc.

Since the Goodyear company began distributing its bulletins some remarkable results have already been obtained, some remarkable mileage records attested, and the company believes that in co-operating with tire users and educating them, through co-operation, how to make tires last longer it has taken another big step forward.

Reos for Exposition Work.

"Reo trucks will carry the Panama-Pacific Exposition sightseers," said R. E. Ingerson, manager of the Eastern branch of the Reo Motor Car Company, yesterday. "A motor truck in Tahiti brought this about. A truck owner out there engaged a San Francisco body building concern to fashion a special sightseeing body, and the designer, after completing it, was so impressed with the merit of his work that he showed it to the concern that controls the San Francisco 'rubberneck' privileges. He approved of it, and have equipped all of their sightseeing trucks with these bodies on Reo chassis."

MOTOR WANTS

NATIONAL Clearance Sale of Rebuilt Cars Now is the time to secure a high-class car at a very nominal price. Poertner Motor Car Co. 182 W. Broadway.

Gasoline 20c a Gallon

100 GASOLINE COUPON BOOKS, \$19.00. 223 W. 80th St. Near Broadway. Phone 9480 Schuyler.

CAR OWNERS SHOULD KNOW

what to do when something goes wrong on the road. You can readily look up or other troubles after completing our special course of instruction for car owners. Small classes or personal lessons at hours to suit. Call or write for particulars.

STEWART AUTO ACADEMY

529 West 57th St. (at Broadway). "Founded on honesty." "Prepares on merit."

SIMPLEX BARGAINS

12-30, Racy B'dt. 12-30, Touring. 12-30, Chassis. 12-30, Limousine. 12-30, Landulet. 11-50, Racy B'dt. 10-50, Gunboat. 90 Tonneau. Radiators and lighting systems optional.

ROSKAM-SCOTT CO.,

1704 B'way.

COLUMBIA LAMP WORKS

Radiators specialties; all makes repaired on short notice; manufacturers of any style, shape, fenders; lamps which will stay lit; over 1,000 pairs to select from. 243-5 WEST 47TH ST., NEW YORK. Bryant 4266.

WE SELL & REPAIR

Auto Radiators, Wind Shields, Lamps and Fenders, of every description. Hudson Auto Lamp Works, Inc., 1518-50 Broadway, N. Y. Tel. 8194-3864 Col.

AMERICAN UNDERSLUNG TRAVELLER,

1912, 1900; late Fordor, torpedo model; cost \$1,500; used eight months; electric equipment throughout; mechanically perfect; extra, including fur robes worth \$300. WOODBURY, private, 265 West 79th.

WELL-EQUIPPED AUTO MACHINE SHOP;

20,000 miles; new parts made; foreign auto expert; price reasonable. 243-5 West 47th St.

PITTSBURGH TOURING, ETC.,

Five passenger, thoroughly overhauled; many extras; fully equipped; cost \$1,900. HOLDEN, 265 West 79th.

FOR HIRE—PACKARDS,

1912, 1913, 1914. Tel. Col. 2422. Moderate charges. Call into Co., 254 West 44th.

Stevens-Duryea

"Nearly a Quarter-Century of Leadership"

The New Car

Is Here on Exhibition and for Demonstration

We believe there is a sufficient number of people who desire distinctive motor-cars of the highest quality to justify Stevens-Duryea standards.

Therefore, this company will continue its policy of concentrating upon a single model expressing the soundest mechanical principles with the utmost refinement. To ensure the highest standard of quality—luxury, beauty, style, and grace—the car complete, including every detail of the body, is built in our own plant.

High quality means high prices; there is no exception to this rule and no escape from this fact.

The Stevens-Duryea Company is committed to its present standards and any change will be in the direction of higher quality, if such a thing is possible.

Stevens-Duryea Company
Chicopee Falls, Mass.

"Pioneer Builders of American Sixes"

A. G. SPALDING & BROS.,
Phone Col. 5161. 1875 B'way.

Touring Car for seven passengers

PRICES
All open and enclosed models with left hand drive and control, electric starting and lighting system.
\$4550 to \$6200

AUTOMOBILES. AUTOMOBILES. AUTOMOBILES.

High-Priced Tires

Since Our Reductions, 16 Makes Cost You More Than Goodyears

The facts are these:
No-Rim-Cut tires, because of costly features, used to cost one-fifth more than other standard tires.
Yet they excelled so far that they soon outsold any other tire in the world, as they do today.

With mammoth output came lower factory cost. Our overhead cost dropped 24 per cent. New factories, new machinery, new efficiency brought costs down and down.

And we dropped our profits until last year they averaged 6½ per cent.

During 1913 No-Rim-Cut prices dropped 28 per cent. Largely, of course, because of rubber reductions. They reached a point which other makers of good tires do not care to reach.

Now 16 makes sell higher than Goodyear prices—some almost one-half higher. And every tire user wants to know what justifies these prices.

Our answer is this:
These higher prices can't be justified in any way whatever.

We have had scores of experts working for years to find ways to better No-Rim-Cut tires. And they all agree that better tires are impossible.

Then No-Rim-Cut tires have four costly features found in no other tire. One makes rim-cutting impossible. One saves countless blow-outs, and it adds to our tire cost \$1,500 daily.

One lessens by 60 per cent the danger of loose treads. And one is our double-thick All-Weather tread.

Mark this. Not another tire at any price has one of these costly features.

Lower prices are easily explained. Higher prices lack a single shred of basis, save smaller output or a larger profit.

Those are the facts. You don't care to pay for chimerical advantage, and extra price buys nothing else.

GOODYEAR
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This Company has no connection whatever with any other rubber concern which uses the Goodyear name
Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.